



Representing non-commercial, educational AM, FM, and TV broadcasting stations, workshops, and production centers, owned and operated by colleges, universities, school systems, and public service agencies.

FEBRUARY-MARCH 1952

## OFFICIAL NAEB ACTIVITIES

### NAEB BOARD OF DIRECTORS, EXECUTIVE COMMITTEE AND ADULT EDUCATION COMMITTEE MEET IN NEW YORK

The NAEB Board of Directors, Executive Committee and Adult Education Committee held a joint meeting in New York's Gotham Hotel on January 18, 19 and 20. The Kellogg and Adult Education Projects provided the main points for discussion.

#### Description of These Three Groups

The NAEB Board of Directors is made up of the organization's four elected officers (president, vice-president, secretary and treasurer) plus the six district directors. The Executive Committee, made up of the four elected officers, is empowered to act between meetings of the full Board, with its actions subject to subsequent veto or approval by the Board. The Adult Education Committee--formerly called the Committee of Five--was set up by the Board to implement the several grants-in-aid received from the Fund for Adult Education established by the Ford Foundation. (Membership of these three groups is given on the back page of the News-Letter.)

#### First Program of "Jefferson" Series Heard

The work of the Adult Education Project to date was fully reviewed by program coordinator William Harley. Currently being developed were programs on contemporary Russia, a series on the Ways of Mankind, and a group on The American Heritage.

The Russian series, to be based largely on new and unexplored material at Harvard University, was being developed as five full-hour programs. Production was to be done in the studios of the CBC in Canada; individual program advisors are listed with topics: (1) Occupations in the Soviet (Inkeles); (2) Ideological Control in the Arts (Simons); (3) Preventive Repression and Secret Police (Fainsode); (4) Communist Diplomacy in Action (Mosely); and (5) What Attracts People to Communism (Fisher).

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The entire group heard a recording of the first Jefferson (American Heritage) show which had been made two days before. This was highly complimented for its excellent script (Dumas Malone, content advisor), acting (Claude Rains as Jefferson) and production.

There was also discussion of promotion plans for this series. President Siegel reported that prepared releases would be distributed to all stations carrying the shows when they were released (initially over the NAEB Tape Network), 350,000 folders would be prepared for local mailing, and individual promotional letters would be sent some 40,000 important and influential people in all parts of the country.

NAEB Director of Studies Smythe reported on the New York TV monitoring study just then completed. (A digest of the principal findings of the study is given elsewhere in this News-Letter.)

#### Relationships Between Board of Directors and Executive Director Defined

Much of the time of the Executive Committee and full Board of Directors meeting was devoted to defining the relationships to be maintained among the individual members of the Board, and the Board and the Executive Director. The following statements were drawn up to formalize this:

- "1. The Board is responsible for policy and program.
- "2. The President is responsible for the administration of the Board's policy and program, except as to responsibilities specifically vested in other elected officers by the Constitution and By-Laws.
- "3. Under the President's general direction and supervision the Executive Director and other appointive officers shall adhere to the policy and program laid down by the Board.
- "4. All the elected and appointed officers shall keep each other informed as to those of their actions affecting the duties of any other officers."

#### Relationship Between Board and Executive Director Also Defined

The Board also drew up a statement defining the relationships to be maintained between the Board and the Executive Director:

"The relationship between the Board of Directors and the Executive Director is that of a policy forming board and a director of operations. The duties and responsibilities of each may be further defined as follows:

- "1. The organization's budget (including the Kellogg budget) shall be set by the Board. Money is to be expended only with the prior authorization of the Board of Directors.
- "2. Acting in accordance with Board of Directors general policies and specific directives, the Executive Director shall report to and consult currently with the President as to his progress in carrying out the directives of the Board. In the event interpretation is necessary, the President shall provide instructions to the Executive Director as to his duties. The President and the Board shall from time to time review the work of the Executive Director."

## TAPE NETWORK AND IN-SCHOOL BROADCAST COMMITTEES MEET IN LAFAYETTE

The NAEB Tape Network and In-School Broadcast Committees held a joint meeting at Purdue University in Lafayette, Indiana, on February 7, 8 and 9. Present from the Tape Network Program Committee were: Bernard Buck, WNYC; Northrop Dawson, Jr., KUOM; Homer Salley, WFPL; Ray Stanley, WHA; Burton Paulu, KUOM (Chairman). From the In-School Program Committee: M. McCabe Day, WVSH; Marguerite Fleming, KSLH; John Henderson, WBAA; James MacAndrew, WNYE; Alvin Gaines, WABE (Chairman). Also James Miles, NAEB Executive Director and Richard Rider, Tape Network Manager.

The principal business transacted was the drawing up of a statement of the tape network's purpose and of program acceptance standards for presentation to and approval by the Board of Directors. These are reproduced below in the form approved by the Executive Committee at its Urbana meeting of February 14 and 15. These standards will be presented for approval at the next meeting of the Board of Directors. In the meanwhile they will be used as a directive by Network Headquarters.

### Statement of Purpose of NAEB Tape Network

The NAEB Tape Network is a cooperative organization devoted to the dissemination of outstanding radio programs. It is operated by the National Association of Educational Broadcasters for its member stations, which are owned by educational institutions, municipalities and public service agencies. It provides for the interchange of the best programs of its member stations, and procures and distributes programs from other sources.

The NAEB Tape Network Acceptance and In-School Program Committees have drawn up the following statement of the purposes and objectives of the network. Subject to such directives as the Board of Directors may lay down, and in accordance with whatever conditions may be imposed by the originating sources, copyright holders, or unions involved, the Tape Network shall provide for:

1. The interchange among member stations of programs they themselves produce. This is done to provide a wider range of program material, to stimulate the upgrading of local program standards, and to encourage the production of broadcasts in needed subject areas. Programs thus circulated will include:
  - a. Outstanding programs in all subject areas.
  - b. Programs from member stations utilizing special local resources or staff skills.
  - c. Special events recorded by the station to which the events are most accessible geographically.
2. The distribution to members of programs produced under NAEB auspices for Tape Network use.
3. The distribution to members of programs from non-NAEB sources.

In addition the Tape Network may distribute educational programs to non-member stations, both commercial and non-commercial, and make available such programs for non-broadcast use.



### Statement of Program Acceptance Standards

The following statement is intended as a guide in the selection of programs for use by the Tape Network. Obviously few programs can meet all the standards listed below; some programs excellently suited for the Tape Network may meet only a few of them.

The Network as now constituted is to a large extent an outgrowth of the first Allerton House Radio Seminar of 1949; therefore it is fitting that the committees should accept the basic educational programming principles determined at that meeting. As phrased by Robert B. Hudson, "The Allerton Seminar asserted that the aims of educational broadcasting are the broad aims of education:

"...education in a democracy has the responsibility of lifting the level of understanding and appreciation of the people, of giving the individual a knowledge of himself and his society, and of the tensions and perplexities in each;

"...in a free society it is essential that the individual have a continuing sense of belonging and participating, of keeping up with a complex and fast-moving world;

"...it is the responsibility of education to foster and further that feeling of belonging and counting."1/

The committees further agree that programs chosen for the Tape Network should meet certain minimum standards as to: (1) network suitability; (2) engineering standards; (3) audience appeal; (4) subject matter; and (5) presentation.

1. Network Suitability. The programs distributed should be of widespread interest and should be selected to supplement the program resources of individual stations.
2. Engineering Standards. The engineering standards of the programs distributed shall conform to the standards drawn up by the NAEB Tape Network Engineering Advisory Committee.
3. Audience Appeal. The programs should attract and hold their intended audiences.
4. Subject Matter. The programs-- again in Hudson's words --should be "distinguished by...high concern for integrity in the selection...of materials, and by...consistent dedication to social purpose." Subject matter chosen should have the effect of:

"(1) informing,

"(2) stimulating the individual to organize and give meaning to information,

"(3) contributing to the understandings that make for better human relations and adjustment,

"(4) broadening participation in the culture of our society,

"(5) acting as an outlet for the varied expressions of the community which the station serves, and acting as a force within the community to help it solve its problems, and

"(6) leading the way, by experiment, towards new forms and activities of broadcasting."

1/ Robert B. Hudson, "Allerton House 1949, 1950", Hollywood Quarterly, Vol. V, No. 3, p. 239.

In choosing subject matter it should also be recognized "that people cannot come to like what they have never experienced," for which reason we "must provide a variety of experience which permits and encourages the development of tastes and interests."<sup>2/</sup>

5. Presentation. Programs should meet high standards of presentation in writing, performance and direction.

a. Writing:

- - should be well organized,
- - should be stimulating and challenging,
- - should fulfill the requirements of an effective oral style (simplicity, clarity, brevity),
- - should be free of superficiality, self-consciousness, and stereotyped situations and characterizations,
- - should be suitable in style to subject matter and intended audience.

b. Performance:

- - should be understandable and intelligible, with suitable speech patterns,
- - should be, in the case of dramatic and documentary material, plausible and consistent,
- - should be free of stereotyped characterizations,
- - should maintain a high level of performance skills.

c. Direction:

- - should reflect a mature, intelligent grasp of the objectives of the program,
- - should demonstrate an effective command of the principles of timing, pace, perspective, and effective integration of music and sound effects.

In-School Standards Addendum to the Above

The In-School Program Committee drew up the following addendum relative to Network selection for in-school use, to point out that, in addition to the above standards, programs chosen for in-school broadcasting should:

1. Enrich instruction in given subject area.
2. Be geared for fairly specific school levels.
3. Stress simplicity in both writing and presentation.
4. Be paced for group listening.
5. Utilize vocabulary on acceptable level.
6. Be accompanied by all available teacher material.

Recommendations of In-School Program Committee on Charges for and Distribution of In-School Programs by Network

1. Costs

The In-School Program Committee recommends that:

- a. School programs be offered to member stations in the form of semi-annual packages.
- b. The network offering of a certain number of packages during the year include the two school packages. Any subscribing station may elect to include the in-school offerings in lieu of a comparable number of non-school programs for the basic annual service assessment fee.
- c. If a subscribing station elects to take the in-school offerings in addition to the full amount of non-school offerings, there will be levied an additional assessment fee, the amount to be determined by the Executive Committee.

<sup>2/</sup> Ibid., pp. 239-40.

(On the present basis, eight packages per year will be considered a year's service paid for by the regular assessment fee. Adding the two school packages will make a total of ten. Each station is entitled to eight packages per year. If all ten are desired, it seems warranted to add a fee equal to one-fourth of the annual assessment.)

(This method will require modifications when individual distribution is possible, but some similar basis can undoubtedly be arranged.)

## 2. Distribution

The In-School Program Committee recommends that:

- a. The present package-leg method of distribution be used for school programs.
- b. Each shipment of school programs contain one complete term series (14 programs).
- c. Teacher aid materials be sent directly to the member station as soon as that station indicates its choice of the series.
- d. It should be made clear that this method of distribution is strictly temporary, pending future operational and equipment developments at Headquarters.

### The Implementing of These Standards

#### 1. Methods of determining programming needs.

- a. Polling of member stations.
- b. Recommendations of committee members.
- c. Securing the recommendations of subject matter experts.
- d. Recommendations of NAEB officers and Headquarters staff.

#### 2. Specific methods of selecting programs for network offering.

##### a. General programs.

- (1) The NAEB Network Acceptance Committee will meet at the call of the chairman in consultation with the Headquarters staff. The Headquarters office can request a meeting of the committee. Apart from such meetings as may be called the committee will continue to be a consultative body for the Headquarters staff.

- (2) Network Headquarters will compose offering schedules in accord with the following:

- (a) Headquarters will normally select the programs to be distributed.
- (b) It will refer to the members of the committee all programs of a doubtful nature, or which involve points of network policy, or for which it desires the weight of committee support for its decisions.
- (c) It will inform the committee members in advance what programs it intends to offer.
- (d) Committee members reserve the right to request an opportunity to audition any program.
- (e) Committee members will continue to make whatever recommendations they desire to the Network staff.
- (f) Network Headquarters will endeavor to make arrangements which will enable it to offer the bulk of network programs at least three months in advance. This is not intended to exclude such programs as must be handled on a more immediate basis.



b. In-School programs.

- (1) It is the recommendation of the in-school committee that it meet semi-annually, these meetings to take place the two days preceding the Ohio State Institute and the two days preceding the annual NAEB Convention.
- (2) All in-school programs will be selected by the in-school committee at the meeting delineated in (1).
- (3) Between meetings of the in-school committee, school programs will be given a preliminary screening, so that the remaining programs can be given a careful evaluation at the meeting.

Recommendation on Auditioning of Programs by Network Headquarters

The NAEB Program Acceptance Committee recommends that:

1. Before a series is accepted by network headquarters, as wide a sample of individual programs as possible should be carefully auditioned. (This is not intended to preclude the offering of occasional timely series without previous auditioning.)
2. Every effort should be made to carefully audition all individual programs before they are distributed to member stations. Such auditions will be conducted by a responsible person.
3. Based on the auditions indicated in 2, the Network Manager will:
  - a. Withdraw any undesirable programs.
  - b. Notify stations well in advance of any material that may raise questions of taste, obscenity, ethics and similar problems.
  - c. Notify stations in all cases where individual programs have not been so screened.
4. Network headquarters will solicit, secure, and distribute available scripts and other descriptive materials about series and individual programs. This should include all materials useful in the promotion of NAEB programs.
5. The above measures will apply within the limits of time and personnel.
6. None of the above is designed to relieve station managers of any responsibility. The network cannot guarantee that all programs will conform to individual station policy or to the strictest rules and regulations in all cases. Both legally and morally the broadcast licensee assumes full responsibility for everything broadcast by its transmitter. This is intended to be assurance that network headquarters will do all it can to make the editing job as easy as possible.

Miscellaneous Conclusions and Recommendations

General purpose of network. The network should devote its major effort to the distribution of well-planned and executed programs of significant educational and cultural purpose. It should offer a distinctive service of substantive programs having relatively long-term value.

This does not exclude programs of a timely nature, which require special handling, but such programs should, in view of present facilities, constitute a minor portion of the service.

"Propaganda" programs. A lengthy discussion was held on the inherent "propaganda" nature of programs originated by governmental agencies, foreign governments, and similar organizations. It was felt that no general policy of excluding such programs could be justified. Rather, each series should be judged on its individual merits.

The committees do not object to programs originated by governmental agencies, international organizations and foreign governments. However, they do feel that the network should not be used for the indiscriminate promotion of such organizations. Series originated by such organizations should be judged on the same basis as other programs.

Music programs. The committees agreed that music offerings by the network should be programs of a distinctly unique character. The network should not waste its time, money and facilities distributing music performed by artists and consisting of compositions normally available on commercial transcriptions or recordings.

There is some doubt as to the desirability of distributing more or less traditional music performed by even the best college and university groups. This would bear further examination. In fact some study needs to be made before a final policy on musical programs can be delineated.

#### SECOND NAEB NEW YORK TV SURVEY MADE

The quantity of drama on New York television stations and the number of programs identified with educational institutions both showed a sharp increase compared to a year ago, according to the preliminary results of a survey released on January 22 by Dallas W. Smythe, Director of Studies of the National Association of Educational Broadcasters. These were highlights of the study of all New York TV programs for the week of January 4-10, 1952, the second such annual inventory conducted by NAEB.

The present study was directed by Professor Dallas W. Smythe in his role of Director of Studies for NAEB. The study was made possible by a grant from the Fund for Adult Education established by the Ford Foundation. The release of preliminary results paralleled the release of the 1951 study. The purpose of the study is to provide information concerning television programming for the benefit of the television industry, government agencies, educational institutions, civic organizations, and the general public.

The 1952 study was located at The Biblical Seminary in New York. Thirty five monitors were recruited from among graduate students in psychology and sociology at Columbia University and New York University. Eight 22-inch TV sets (loaned for the study by the Zenith Radio Corporation's New York office) were equipped with headphones and a ninth set was provided for supervisory purposes. The equipment used by the monitors included stopwatches and two Western Union electric clocks.<sup>3/</sup>

<sup>3/</sup> The New York Times reported the operation with a story headed: "Eyes Bloodshot, TV Survey Group Ends Week-Long Study Tonight." Its report began:

"Dallas W. Smythe of the National Association of Educational Broadcasters and his research staff are in town again, watching all television programs over the seven metropolitan-area stations on a round-the-clock basis.

"Tonight they will conclude their week-long vigil, probably with blood-shot eyes, and start compiling a statistical history of the types and contents of television programs presented from January 4 to 10 inclusive."



### Later Report to Provide More Details

During the study week all of the program time of the seven TV stations serving the New York area was observed and studied. Independent double monitoring for reliability-check purposes was conducted on the eighth set.

In addition to the preliminary results released on January 22, a later report will provide additional information including a study of the amount, kind and context of violence in TV programming, and a special analysis of (1) programs appraised favorably and unfavorably by TV critics, and (2) programs standing high and low in audience acceptance, according to program rating services.

Some highlights in the preliminary release are as follows:

Time on the Air: The seven stations provided 11.3 percent more program time in the study week in 1952 than in 1951. In the 1952 week a total of 627 hours, 25 minutes was clocked.

Programming by Class of Program: All drama programs in 1951 were 33.2 percent of total program time. In 1952 the comparable figure had risen to 42.4 percent.

Drama programs for the general audience in 1951 were 25.4 percent of total time; in 1952, 35.7.

Drama programs for the child audience in 1951 were 7.8 percent; in 1952, 6.7 percent. The classification of children's programs does not include all programs available to children. In order to qualify as a children's program, a program has to be manifestly intended for the child audience (by specific program content or advertising content, or by format).

The largest sub-class of Drama, Crime Drama, totalled in 1951 10.0 percent of total program time; in 1952 it was 14.8 percent. In 1952 Crime Drama (general) was 14.6 percent, Crime Drama (children) was 0.2 percent.

The second largest sub-class of Drama programs, Western, totalled 7.8 percent in 1951, and 8.3 percent in 1952. In the present study, Western Drama (general) was 4.2 percent, and Western Drama (children) was 4.1 percent.

Of the general classes, Variety programs were quantitatively second to Drama. The total of Variety programs in 1951 was 18.4 percent. This year the comparable total was 10.9 percent.

The Variety (general) class in 1951 was 13.6 percent; in 1952, it was 6.2 percent. Children's Variety in 1951 totalled 2.1 percent; in 1952 it amounted to 2.4 percent. Domestic Variety in 1951 totalled 2.7 percent; in 1952 it was 2.3 percent. The Drama and variety programs together accounted for 51.6 percent of all program time in 1951; in 1952 these types of programs aggregated 53.3 percent.

Children's programs in 1951 were 12.5 percent of total program time; in 1952 the comparable figure was 11.0 percent. Domestic programs in 1951 were 10.2 percent; in 1952 they totalled 10.8 percent. Sports programs were 10.1 percent of total program time in 1951; in 1952 they were 8.4 percent.

The group of program classes characterized by their relation to information amounted in total to 12.5 percent in 1951, and to 13.4 percent in 1952. This group includes:

Information	(total)	1951:	4.3 percent
		1952:	3.8 "
Information	(general)	1951:	3.3 "
		1952:	2.9 "
Information	(children)	1951:	1.0 "
		1952:	0.9 "
Public Issues		1951:	1.4 "
		1952:	1.9 "
Public Events		1951:	0.9 "
		1952:	1.4 "
News		1951:	5.5 "
		1952:	5.9 "
Weather		1951:	0.4 "
		1952:	0.4 "

#### Effect of Disintegrating Mixed Types of Programs

The bulk of the analysis is on the assumption that a program may be classified, per se, as a unit. For certain programs which have a heterogeneous content, such as Variety, Popular Music, and Quiz, Stunts and Contests, it is of interest to inquire what would be the effects of treating each entertainment unit in such programs as if it were a whole program. Such an analysis deals with the amount of program time in various classes of programs before and after the disintegration of these mixed program classes. The highlights of this analysis are as follows:

The program classes which show increased amounts of time after disintegration of the mixed classes are: Popular Music (which gains 306 minutes and becomes 4.5 percent of total program time rather than 3.7 percent); Personalities, (which gains 93 minutes and becomes 2.6 percent rather than 2.4); Sports programs, (which gain 69 minutes and rise from 8.4 percent to 8.6 percent); Light Music (which gains 18 minutes and becomes 0.6 percent rather than 0.5 percent).

The classes of programs related to information showed no significant change as a result of the disintegration. Public Events and Weather were unchanged. Information (General) increased 11 minutes. Children's Information increased 5 minutes. Public Issues programs increased 10 minutes. News programs increased 4 minutes. As a result of the disintegration, Dance, which had previously had no program time, acquired 11 minutes. There is no change in program time assigned to Fine Arts, which stands at 29 minutes, or 0.1 percent.

#### Programs Identified with Educational Institutions

In 1951, one program, on WABD, was identified with an educational institution. In 1952, 13 programs were so identified. Of these, 6 were on WATV, 3 were on WPIX, 2 were on WABD, 1 was on WJZ-TV, and 1 was on WCBS-TV.

#### Amount of Advertising

In 1952 there were clocked 3104 Primary advertisements aggregating 51 hours and 31 minutes. This is 14 percent more advertisements but 7 percent less primary advertising time than for the comparable week on 1951. The primary advertisements clocked amounted to 8 percent of total time on the air as compared with 10 percent a year ago. Tabulations are not yet complete on the substantial volume of secondary advertising observed during this week.

NAEB REGION V CONFERENCE, MARCH 28-30, IN NORMAN, OKLAHOMA

March 28, 29 and 30 are the dates set for an NAEB Region V Conference in Norman, Oklahoma. This meeting is being set up as a pilot plant session to experiment with the development of regional conferences as a part of the Kellogg project being administered by NAEB.

The conference is being held at the University of Oklahoma in Norman. The NAEB Executive Committee and the Executive Director will be in attendance. Travel and maintenance expenses of one delegate from each active member institution will be paid from NAEB-Kellogg funds. Additional representatives from active members and all associate member delegates are invited to attend at their own expense.

The tentative program includes (in part): "The State of Educational Broadcasting in the USA," Seymour Siegel; "Public Relations for Educational Broadcasting," George Churchill, Director Public Relations, University of Oklahoma; "Bringing NAEB Up-To-Date for Regional Members," Burton Paul; "NAEB Headquarters and NAEB Tape Network Operation," James Miles; "The Free World vs. Communism," M. L. Wardell, Professor of History, University of Oklahoma; "Production Standards for Educational Broadcasters," Homer Heck, NBC, Chicago; and "A University Administrator Evaluates Educational Broadcasting," G. O. Cross, President, University of Oklahoma.

NAEB BY-LAWS AMENDED TO MAKE IMMEDIATE PAST PRESIDENT BOARD MEMBER

The NAEB membership has voted to amend the organization's by-laws to make the immediate past president of the organization a member of the Board of Directors. The purpose behind this change is to provide a greater degree of policy continuity by insuring the membership of the immediate past president on the Board of Directors.

This change was proposed orally at the NAEB Biloxi convention in November 1951. Thereafter, in accordance with Article XII of the By-Laws, written notice of the proposed amendment was sent to all active members, the voting being done thirty days or more thereafter. At the time the News-Letter went to press 67 ballots had been returned, of which 59 were marked "Yes" votes, and 3 were unmarked.

The secretary has officially declared the amendment approved. In accordance with By-Laws provision it therefore will take effect thirty days hereafter or, on April 10. Article VI, Section 2 of the By-Laws therefore has been amended to read as follows:

"Classification, Number and Election. No person shall be qualified to serve as a director of this association unless he is a duly certified representative of any active member. The Board of Directors shall include six elected directors, the immediate past president of the Association, and all duly elected officers of the Association, hereinafter specified. There shall be one director elected from each of the six districts. Directors from Districts one, three and five shall serve two years, beginning with election in odd-numbered years; directors from Districts two, four, and six shall serve two years, beginning with election in even-numbered years."

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POSITION WANTED COLUMN

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College radio director with two years experience considering other offers. Background includes varied production, news, continuity, and teaching assignments. Some metropolitan and commercial experience. Strong on creative writing. Graduate degree in music and radio from leading university. For name and further details about applicant, write to the News-Letter editor, Station KUOM, University of Minnesota, Minneapolis.



WAAM TELEVISION FELLOWSHIP ESTABLISHED AT JOHNS HOPKINS

A Fellowship available to a person professionally engaged in television activity, for graduate study at The Johns Hopkins University, has been established by the Board of Directors of WAAM-Baltimore, according to an announcement by Detlev W. Bronk, president of Hopkins.

To be known as the WAAM Fellowship, the project was created by a grant from WAAM to Johns Hopkins in order that a mature person of high standing and currently active in television may have nine months free from professional duties to pursue special studies which will add to his effectiveness when he returns to his regular work.

No Degree to be Awarded

Bronk explained that no advanced degree will be awarded the Fellow, no credits given, no requirements made of him, except that he be diligent in carrying out his individual pursuit of knowledge in a chosen field.

During his residency at Johns Hopkins, the WAAM Fellow will not do a specific piece of research in the field of television, nor will he develop a television project to be translated into a television program. Instead he will carry on studies in a particular area in which he feels added knowledge will be of benefit to him in his professional work.

The facilities of The Johns Hopkins University will be open to him. He will consult with, study under and be guided by outstanding scholars in the area of his chosen field. Within two months after completion of his studies the Fellow will be asked to present a written report and summation of his activities, laying special emphasis on a critical appraisal of the Fellowship program in terms of its value to his professional career. If it is felt that this report may be of benefit to others in the television industry, Johns Hopkins reserves the right to publish this report.

Dr. Bronk said that applicants will outline the general course each wishes to pursue and will be expected to show how this study will apply to his television activities. When applying for the WAAM Fellowship each applicant must present evidence from his employer that he will be given a year's leave-of-absence, in order that the Fellow may return to his work at the end of the year's study.

Stipend from \$4500 to \$6000

The WAAM Fellowship is open to all mature television personnel and will carry a stipend of from \$4500 to \$6000 for the nine months depending on the family responsibilities of the recipient.

Applications may be secured from the WAAM FELLOWSHIP COMMITTEE, The Johns Hopkins University, Baltimore 18, Maryland. All applications must be filed by May 15, 1952 and will be examined by a committee composed of Franklin Dunham, Chief of Radio and Television, U. S. Office of Education; Henry Fischer, Special Advisor on Television to the Board of Regents, University of the State of New York; P. Stewart Macaulay, Provost of The Johns Hopkins University; Sidney Painter, Hopkins' Professor of History; Lynn Poole, Producer of "The Johns Hopkins Science Review"; and Robert Saudek, Director of the Ford Foundation Workshop.

### VIENNA RADIO REPORT FROM SKORNIA

Harvey Skornia, former NAEB vice-president who is now on leave from the University of Indiana to serve with the U. S.-sponsored Vienna radio station, sends the News-Letter a report on recent radio developments in Austria.

According to Skornia, the American-sponsored Red-White-Red radio network in Austria scheduled for production on March 4 a heretofore unknown drama by Thomas Wolfe, famous U. S. novelist, with a prominent Viennese cast including Oscar Werner, who achieved fame in the movie, "Decision Before Dawn."

The play, "Mannerhouse," dealt with the problems of the American South at the time of the Civil War. Father and son, members of the old Southern aristocracy, are helpless in the face of the changing world order in which their old way of life is doomed to disappear.

"Mannerhouse" is not listed among Thomas Wolfe's works published in the U. S., though it is generally known that the author was passionately attracted by problems of the theater. During his student years, he was an enthusiastic member of the dramatic group at the University of North Carolina and, later, a participant in Professor Baker's famous Harvard playwriting seminar. Two plays by Wolfe were published in 1919. "Mannerhouse" was probably written shortly before the author's death in 1938, at the suggestion of Max Reinhardt, world-famous theatrical producer-director. Reinhardt's widow, Helene Thimig, who is a noted Austrian actress, found the only known copy of the drama among her husband's papers and put it at the disposal of Red-White-Red, the State Department-operated radio network for Austria.

Several West German radio stations are expected to relay the broadcast version of "Mannerhouse" from the Red-White-Red network. A number of legitimate theaters in Austria and in Germany are planning stage productions as a result of the network's initiative.

### Rodzinski Concert Also Aired

On March 1 the Red-White-Red network broadcast, a concert of symphonic music, played by the famed Vienna Philharmonic orchestra conducted by Arthur Rodzinski. Gate receipts went to the Austrian Children's Friendship Fund.

The concert was held in Vienna's 1800 seat Musikvereinssaal, traditional performance place for the Philharmonic, with tickets priced between 10 and 30 schillings. Works by Mozart and Tschaiowsky were on the program, one in a series of exclusive Red-White-Red Philharmonic concerts broadcast as part of the net's bid for cultural leadership among Austrian broadcasting stations.

### NEW YORK FM-ONLY STATION WFDR CLOSSES DOWN

Station WFDR, the New York City FM station owned by the AFL International Ladies Garment Workers Union, suspended operations at midnight on February 16 because its operating costs were so high it could not continue.

WFDR was the last of three FM stations originally owned by the union. Its Chattanooga, Tennessee, station was closed last year. A few months later the Los Angeles outlet was sold to an AM broadcaster.

"We have found it impossible to get public acceptance of FM as a separate unit, where it is not combined with AM Broadcasting," said Frederick Umhey, Executive Secretary of the Union and President of the WFDR broadcasting corporation.

The station went on the air in May 1949 a year after the Chattanooga and Los Angeles stations. Umhey estimated that the union invested one-million 500-thousand dollars in the three stations.



### COLUMBUS IERT PLANS ANNOUNCED

One of television's most famous characters will be the main speaker at the April 19 banquet of the 22nd Annual Institute for Education by Radio-Television at the Deshler-Wallick Hotel, it has been announced by I. Keith Tyler, Institute director.

Mr. Oliver J. Dragon, better known as Ollie, of the "Kukla, Fran and Ollie" puppet show will speak on the topic, "The Cultural and Educational Possibilities of Television." Ollie will be introduced by his puppet friend Kukla. Voice for both Ollie and Kukla is Burr Tillstrom, puppeteer for the NBC TV show.

In addition to arrangements for the annual dinner speaker, plans for over 30 special-interest and work-study sessions are now well underway, Dr. Tyler said. The Institute, known as IERT, will be held April 17-20.

#### Television to be Stressed

For the second year, the growing importance of television as a medium for education on school, college and adult levels will be emphasized. Arnold L. Wilkes of WBAL-TV, director of public affairs and education for the Hearst Corporation, will lead a panel on education through commercial television stations.

Group discussion on simple TV techniques for education will be led by Edward Stasheff, station WNYE's television supervisor. News by radio and television is a third area to be covered by a special-interest group. Station WCCO's James Bormann, president of the National Association of Radio News Directors, will lead the panel.

#### Other Special Interest Meetings

New to the Institute program agenda this year will be three special-interest meetings. The first, broadcasting to foreign countries, will be lead by Gerald Kean, acting director for United Nations Radio. Broadcasting in public relations is the subject for the two other new panels. The college level group will be chaired by Lynn Poole, public relations director for The Johns Hopkins University. Allen H. Wetter, associate superintendent of Philadelphia public schools will lead the panel on broadcasting in school public relations.

Among other topics for group discussion meetings are broadcasting by national organizations, chaired by Charles R. Sterritt, chief of the Audio-Visual Division of the American National Red Cross, and building and holding audiences by Allen Miller, KWSC's manager.

Editor of Scholastic Teacher, William D. Boutwell, will lead a panel on high school radio and television workshops. The meeting for discussion of education through commercial radio stations will be chaired by Gordon Hawkins, program and education director for Westinghouse radio stations. Other areas, including those of agriculture, music, religion and campus broadcasting, also will be given special attention in group meetings.

Purpose of the annual IERT is to bring together commercial and educational broadcasters in order to help the two groups gain mutual understanding concerning problems related to educational broadcasting.

#### 450 Entries in Recording Exhibition

More than 450 entries of radio and television programs have been submitted for competition in the 16th annual American Exhibition of Educational Radio and Television Programs, it has been announced by Tyler. The yearly exhibition consists of programs aired over U. S. and Canadian radio and television stations during the past year. For the first time, local and regional television shows, as well as network programs, have been entered in the competition.



The exhibition is held annually in conjunction with the Institute. Awards of merit are presented to the exhibitors of the outstanding broadcasts for the purpose of stimulating the broadcasting of significant educational programs. These awards will be announced April 14. Award-winning programs will be available for listening in the Institute audition rooms.

The recorded programs were entered by 193 individual exhibitors, 90 by commercial stations and networks, 62 by educational institutions and 41 by national and local organizations. The breakdown by program classification reveals that 66 are cultural broadcasts, covering art, science, literature and music. Sixty-one deal with personal and social problems, and 59 are public issue programs. Fourth most popular category is that of "one-time shows," with 52 entries.

Evaluation of the radio entries is being handled by cooperative judging centers located in various cities throughout the U. S. All television shows are being graded by a committee in Columbus. Judging centers are headed by well-known authorities in radio and television education.

#### KUSD TAKES TO AIR WITH NEW FACILITIES

Increased power, new transmitter equipment, a change of frequency, and a longer broadcasting day are a feature of the expansion program of the University of South Dakota radio station. This expansion, in the planning process for two years, took effect March 8, according to Keith Nighbert, station manager.

Station power was increased from 500 to 1000 watts, and its frequency changed from 920 to 690 kilocycles. The daily broadcast schedule was extended three hours daily, except Sunday, to the period from 9:30 a.m. to sunset.

The University purchased 25 acres of land a mile north of Vermillion on which to build a new transmitter building to house the necessary expansion equipment. Two 280-foot steel antennae were erected to beam a directional ray predominately east and west of the University city.

#### Dedication Ceremonies Held

Dedication ceremonies, a reception, and an open house were scheduled for March 8. The newly-erected transmitter was the scene of dedicatory ceremonies at 9:30 a.m. on that date. Governor Sigurd Anderson and members of the South Dakota board of regents made an appearance at this ceremony. About 300 guests from all over the state were invited to the reception from 10:00 to 11:00 a.m. on the third floor of the student union building at the University. Open house was held at the station on the fourth floor of the same union building during the afternoon for those interested in touring the studios.

#### Special Children's Feature Planned

Special programs were directed to the children as part of the expansion ceremony, and treats were given them at the March 8 open house. Children's programs broadcast on the first day of expansion included: "Candy Cane Lane," a program of music and poetry, narrated by Allis Rice, director of the South Dakota School of the Air; "Three Billy Goats Gruff," a musical drama presented to KUSD by the University of Minnesota; and "Ginger Pie," a dramatic program from the Detroit public schools.

### WNYC OFFERS 13th ANNUAL AMERICAN MUSIC FESTIVAL

For the thirteenth consecutive year New York City's WNYC devoted most of its musical programs between Lincoln's and Washington's birthdays to music by American composers. And in return for thus serving the cause of American music the station received--in addition to the approval of its listeners--a citation from the Koussevitzky Music Foundation, the lead musical article in the Sunday New York Times while the festival was in progress, and a citation from Broadcast Music Incorporated.

#### Over 100 Programs of American Music Broadcast

This year's festival presented premiere performances of more than 50 new works by American composers. In addition, there were 16 free public concerts at such locations as Carnegie Hall, Town Hall, Carl Fischer Concert Hall, Brooklyn Museum, Cooper Union, Queens College Auditorium, Third Street Music School Settlement, McMillan Theatre of Columbia University and the Auditorium of the Fifth Avenue Public Library.

Altogether WNYC broadcast more than 100 programs devoted to various types of American music ranging from symphonies and chamber music to jazz and folksongs during this eleven-day period. In addition to many special programs there were such regular WNYC features as the Masterwork Hour, Sunrise Symphony, Juilliard Concert, Behind the Scenes in Music, Chamber Music Time, Young America Plays and Young American Artists.

In his preface to the January-February Masterwork Bulletin of WNYC programs, Seymour N. Siegel, Director of Radio Communications for the City of New York and NAEB president, pointed out that "in the past dozen years, more American composers have had their works performed on WNYC more times than on any other radio station in America. Many compositions which had first performances during one of the Festivals have reached the status of accepted roles in the repertoires of large symphony orchestras. Young composers whose names were first mentioned on WNYC have become familiar to music lovers throughout the country. And New Yorkers, themselves, are proud of an annual event which has become part of the cultural life of the City."

WNYC offered a Festival booklet to its listeners listing the compositions, composers, performing musical groups, location of free public concerts, and special Festival programs. It was available free to those sending a large self-addressed stamped envelope to the station. Free tickets to 13 of the 16 public concerts were also distributed.

#### Series Distinguished by Very Wide Repertoire

Some idea of the range of music broadcast during this eleven-day period may be gained from the incomplete composer list which follows: Marcel Grandjany, Elie Siegmeister (premiere of Symphony No. 2), George Kleinsinger (premiere of Cantata, Farewell to a Hero), Bergsma, Norman Dello Joio, Walter Piston, Frederick Jacobi (Violin Concerto), William Schuman (Quartet No. 4), Aaron Copland (Sextet), Phillip James, Virgil Thomson ("Bayou" from Louisiana Story), Samuel Barber (Violin Concerto), Ross Lee Finney (Quartet No. 6), and Douglas Moore (Devil and Daniel Webster).

#### Koussevitzky Citation Given to WNYC

On the afternoon of February 13 WNYC received an award for "public service in music" at one of the concerts of the American Music Festival. The award was the first of its kind to be offered by the Koussevitzky Music Foundation, and was given to the station "in recognition of its distinguished service to American composers and its outstanding contribution to the cause of contemporary music."



"Through the annual WNYC Festival of American Music," said the citation, "New York City has encouraged creative talent, sent joy and beauty in the form of fresh musical ideas, into the homes of its citizens and brought honor to its name."

#### Widow Presents Award

Mrs. Serge Koussevitzky, widow of the late conductor, presented the award in a brief ceremony in Town Hall that prefaced the first of the sixteen programs of the festival that were open concerts. Seymour N. Siegel, director of the station, accepted the scroll and Mayor Vincent R. Impelliteri expressed the city's thanks.

The Mayor was to have been present, but city business kept him at City Hall, so he participated in the ceremony by remote control, reading a five-minute speech from his desk that was broadcast to the listeners in the midtown auditorium.

#### WABE UNDERGOES CHANGE OF STATUS

WABE, the Atlanta (Georgia) Public Schools station, has now become the operating arm of the newly-formed Department of Radio Education of the Atlanta Public Schools, so it is reported by Alvin Gaines, WABE head and NAEB Region II Director. Formerly WABE was an appendage of the Audio Visual Department.

The only staff change here involved is the fact that Haskell Boyter has become the director of this new Department of Radio Education.

#### LOWELL BROADCASTING COUNCIL OPENS FIFTH YEAR

Five years ago February 3 the Lowell Institute Cooperative Broadcasting Council of Boston broadcast its first program in the field of adult education. Since then the Council has not only prepared educational programs for broadcast over nine AM, FM, and TV stations in Boston, and one shortwave station, but has, this past year, opened its own non-commercial, educational FM Station, WGBH, in Symphony Hall, Boston.

This radio station is the only one of its kind in the United States in which a major symphony orchestra is collaborating with a group of colleges, universities, and other cultural institutions to offer a program of general education for all groups in the community. Members cooperating with the Lowell Institute to form the Lowell Institute Cooperative Broadcasting Council are: Boston College, The Boston Symphony Orchestra, Boston University, Harvard University, the Massachusetts Institute of Technology, the Museum of Fine Arts in Boston, the New England Conservatory of Music, Northeastern University and Tufts College.

The Council has prepared broadcasts for commercial and educational radio stations on such topics as contemporary political and economic issues, U. S. and world history, literature, philosophy, music, poetry and science. In the five years, 894 hours of programs have been prepared by the Council for radio and television stations. This compares with the 877 hours of broadcasting already completed by WGBH in the four months since it went into operation on October 6, 1951. More than 1,200 persons--of whom more than half have been faculty of the participating colleges and universities --have taken part in these programs.

The Lowell Institute Cooperative Broadcasting Council was formed in the spring of 1946, with Parker Wheatley as Director, when the presidents of the six colleges and universities now participating met to discuss plans for joint use of commercial broadcasting facilities in the Boston area with Ralph Lowell, Trustee of the Lowell Institute. The Lowell Institute was founded 116 years ago under the will of John Lowell, to promote adult education in the city of Boston. The Council broadcast its first program on February 3, 1947.



#### TV DEVELOPMENTS AT MICHIGAN STATE COLLEGE

Armand Hunter, Director of Television Developments at Michigan State College (East Lansing), writes to bring News-Letter readers up-to-date on developments there;

"We have received one large piece of new equipment--a perambulator boom; and we expect delivery on a video recorder (kinescope) sometime in February.

"Present plans call for recording a number of program series on kine for distribution to TV stations now broadcasting in the state; and for working out several graduate study projects for the M.A. in Horticulture and Agricultural Engineering using the recorder. In addition, we will record programs from a number of college departments and from state and local educational and public service agencies for evaluation and study in the development of future series and for statewide distribution. Other research and utilization plans are in the formation stage; and I will let you know about them as they materialize.

"We are planning to do a closed-circuit program demonstration during Farmer's Week (January 29-31) - a series of three programs in the fields of Horticulture, Agricultural Engineering, and Poultry Husbandry. Programs will originate as remotes from the large stage of the Auditorium Building, and be viewed as live productions, at the same time they are observed as TV broadcasts on the closed-circuit over receivers set up throughout the auditorium and the audience. Another special closed-circuit broadcast is scheduled for origination in the studios and observation in the auditorium of the Natural Science Building on February 27th. This one will be done for all college faculty review.

"We continue to package the Saturday A.M. program for broadcast over WJBK-TV, Detroit, for the Agriculture Extension Division; but will put it on kine as soon as possible, rather than take it "live" to Detroit, as is now the case. One or two additional special demonstrations and remotes will be set up for Spring."

#### UNIVERSITY OF MICHIGAN GETS FM RELAY AS GIFT

The transmitter, tower, and all equipment of Station WAJL-FM in Flint, Michigan, have been presented to the University of Michigan, it is announced by Waldo Abbot, WUOM manager and director of NAEB's Region III. Station WAJL will be operated as a relay station, thus improving the reception of University of Michigan programs in Flint and the Saginaw Valley area. The tower of WAJL is located on the top of the Hurley Hospital, the highest point in the area.

Through the use of this relay the fine music programs, all the University sports--football, basketball, and baseball and the educational programs presented by WUOM will be available to all FM owners in the Flint area. WUOM-FM broadcasts on 91.7 meg.; WAJL-FM has been broadcasting on 107.1 meg. with 400 watts ERP. The latter frequency may be changed by the Federal Communications Commission.

It is anticipated that at frequent intervals University of Michigan Extension classes presented in the Flint area will be picked up for broadcasting, reports Abbot. The operation of WAJL by the University of Michigan will also permit additional local public service programs and cooperation with the FM station of the Flint Public Schools.

The operation of Station WAJL by the University will start as soon as the approval of transfer of license has been given by the Federal Communications Commission. The terms of the gift permit the University to move the equipment if it so wishes, and thus to make it the first relay station in a possible state-wide FM network.

#### FOURTH ANNIVERSARY FOR JOHNS HOPKINS SCIENCE REVIEW

On March 10 "The Johns Hopkins Science Review" celebrated its fourth anniversary as a weekly feature on television, and began its fifth consecutive year.

"Science Goes to Sea" was the title of this program which demonstrated many new developments in the Navy Supply Corps.

The Johns Hopkins Science Review is a cooperative project of Johns Hopkins University, Station WAAM in Baltimore and the DuMont Television Network. Johns Hopkins packages the show; WAAM gives its entire facilities and personnel (with five hours camera rehearsal) to present the program; the DuMont Television Network takes the program to twenty-one cities from coast to coast.

The "Science Review" was the pioneer in the field of educational TV on a network basis; was the first such program to be regularly scheduled on a network basis; and was the first such program to be seen weekly from New York to Los Angeles and San Francisco, from Boston to San Antonio and Dallas. The program idea was conceived by Lynn Poole in 1946. The program is now produced by Poole and Robert Fenwick and moderated by Mr. Poole. The initial broadcast was telecast from the campus of The Johns Hopkins University in March 1948 over WMAR-TV. It was seen for sixteen weeks on the Columbia Broadcasting System in 1949. The program was moved to WAAM in 1949 on a local telecast basis. On October 3, 1950, the "Science Review" was inaugurated on the DuMont Television Network. The program originates in the studios of WAAM in Baltimore and has been seen on the network every week since its inception.

Awards won by "The Johns Hopkins Science Review" include: George Foster Peabody Citation in 1950; TV Guide Gold Medal for 1950; TV Forecase Award for 1950; New Jersey State Teachers Assn. Award for Special Merit for 1951; American College Public Relations Assn. Award for Outstanding Achievement for 1950; Award from the Nat'l Assn. for Better Radio and Television, 1951; and Honor Award from Freedoms Foundation, 1952.

#### Other Television Activities at Johns Hopkins

The Science Review is probably the best known of the Hopkins Television activities. Hopkins does not intend to build a large department of television; instead the university plans to carry out specific projects in keeping with its tradition of original research and scholarship.

In 1949 the university announced the "Victor Frenkil Television Play Award," a national contest for original television plays; the first such contest to be offered in this country. The first year's prize was won by Guy DeVry for his play "The Man Who Ordered Apple Pie." This play was produced on the National Broadcasting Company. Mr. DeVry attributes his start toward success to the winning of this award. He has recently adapted "Peer Gynt" for its three-weeks run on NBC, and his plays are often seen on the "Kate Smith" program.

In February 1952 Johns Hopkins announced the WAAM Television Fellowship, a new type fellowship for a new industry. The project will be supported by WAAM for five years. This fellowship, with a top stipend of \$6000, is intended for a television professional who wishes to take a year's leave-of-absence and do graduate study. (For further details see page 12 above.) With another grant of \$10,000, in addition to the Fellowship, from WAAM The Johns Hopkins University plans to inaugurate new projects during the coming year.

The "Science Review" has recently been written into a book, by Lynn Poole, to be known as "Today's Science and You," for March 1952 publication by the McGraw-Hill Publishing Company.

SIEGEL REPLIES TO CRITICS WHO WOULD ABOLISH WNYC

"Democracy will function only if its citizens have developed a reasoned judgment which makes informed choices possible. WNYC is constantly translating government into terms people can understand."

Those statements were contained in a letter sent to Thomas J. Miley, Executive Vice President of the Commerce and Industry Association of New York, by Seymour N. Siegel, Director of Radio Communications for the City of New York and head of WNYC, and made public on February 11. This letter was in answer to the charges made by Miley on February 4 that "there is no justification for burdening our taxpayers with the cost of operating WNYC," and that the station should drop all of its television film activities. Siegel, in his letter, noted that, as a business man, Mr. Miley knows "that government requires the latest technological developments to do an efficient job," and that "the management of any business would be short-sighted if it did not keep up with the latest scientific and technical developments."

He then went on to point out that WNYC "makes a distinct contribution to the culture of the people of this City by maintaining an adult, literate and mature standard of programming which is not otherwise available to our citizens."

Siegel Gives Examples of City Station's Services

Siegel cited a number of specific examples of WNYC programming in the public interest with which Miley was "apparently unfamiliar":

The station's City Food Guide, he wrote, "not only permits consumers to learn of food bargains in these days of high living costs, but makes a distinct contribution to the business community when it eliminates gluts in the market places. The fact that no commercial radio station is now carrying this service, even though when the Department of Markets inaugurated it many years ago it was scheduled on every radio station in the City, underlines the fact that it is unfair to place the burden of such service just on the commercial radio station managements of this city."

On the subject of public health Siegel wrote: "No radio station in America devotes as much time to the public health as does WNYC. The Academy of Medicine presents a special program, 'For Doctors Only,' on the City Station which is designed to bring the 33,000 physicians in this area up-to-date on the latest therapeutic advances in medicine. No commercial station could afford to devote this amount of time for this important purpose."

Defends TV Film Unit

And as to Miley's attack on the WNYC TV film unit the letter pointed out: "Audio-visual aids are accepted devices in our educational system. The combination of sight and sound adds to the learning process of our citizens, both young and old. The preparation of training films and the presentation of television programs by WNYC's Television Film Unit is done at infinitely lower cost than if such visual aids to an understanding of government were made commercially."

Mr. Siegel also reminded Mr. Miley that "insofar as the other commercial stations of the City are concerned, only a week ago, when the Comptroller of this City addressed your Commerce and Industry Association on the problems of City Finance, there was only one radio station in the city which brought this particular discussion to our citizens. That station was WNYC."

Mr. Siegel declared that WNYC has become an integral part of the City's life and that New Yorkers depend upon it for information and news, especially in times of disaster.



Cost Should Be Borne By All

He pointed out that "since everyone benefits, the cost should be borne by everyone. We would no more think of asking the New York Telephone Company to defray the cost of our telephone service, or the Western Union to give us telegraph service on a gratis basis, than we would of asking commercial radio stations to devote as much time to City government as is necessary in the public interest."

In conclusion, Mr. Siegel informed Mr. Miley that the mail received both at WNYC and in Mayor Impellitteri's office "has been in unanimous opposition to your stand."

PIANO LESSONS BY RADIO OFFERED BY WUOM

Since October 1951 the University of Michigan's WUOM has presented a half-hour piano lesson by radio each week. The teacher is James L. Buckborough, Supervisor of Music in the Highland Park (Michigan) schools. Listeners registered for the course in advance and each one received a specially prepared book to be used in conjunction with the radio lessons.

Designed primarily for adult students of the piano, the course proved so successful that it was being repeated with new material in February. About 450 listeners participated in the piano lesson program during the fall semester. Many of these are taking the new series as review. The new series is being taught by Mr. Buckborough again with the added feature that Waldo Abbot, director of WUOM, was acting as a piano student in the studio with the instructor to serve as a guide and "control" for the lessons.

Abbot On-the-Air-Piano Student

As a promotion piece Abbot distributed the following letter over his signature for distribution to prospective listeners:

"Dear Piano Student:

"I have always wanted to play the piano, just enough for relaxation. I don't know one note from another, I have never touched a key, but I do have a sincere desire to learn. Mr. Buckborough says he can teach me the fundamentals if I cooperate. So I am going to start taking the WUOM piano lessons on Wednesdays at 5:15 p.m.

"Mr. Buckborough will repeat the introductory course using the book that was mailed to you. If you have misplaced your book write for another one. The lessons will proceed much slower because I will be the control pupil. We will have two pianos in the studio, one for the teacher, one for the pupil, for the broadcasts.

"So many listeners wrote me that they worked and that the 4:15 hour on Tuesdays was too early for them that we changed the time to 5:15 Wednesdays starting February 6th.

"I will try to represent you in taking these lessons so if you have any problems send them to me and you will hear them discussed the following week over WUOM. I will look forward to hearing from you."

### CAN NAEB INTERPRET AMERICA TO THE BRITISH?

Bill Ewing, WOSU Program Supervisor, wonders if NAEB can do anything to interpret this country to the British, who--believes Ewing--are steadily becoming more and more anti-American.

Ewing writes to the News-Letter Editor:

"Last Fall a member of our staff, Mrs. Alice Meehan, and her husband went to England to do advanced study for a year or two. I have had frequent reports from them and find them considerably distressed about the anti-American attitude which they meet constantly. It is even worse than I had thought previous to their communications. I am going to quote a portion of Mrs. Meehan's most recent letter and then raise a question which I think should be of concern to NAEB members. Here is her statement:

#### Quotes Letter From Friend in England

"As to my understanding the English, I am making no headway. They become more of a mystery as each day passes. I think I wote something of the anti-Americanism we find. At first I overlooked all the little barbs.

"They resent deep in their hearts the American Aid, and the fact that they are no longer the leading power, that America has stepped in. All of this one can understand, but that they completely close their eyes to an understanding of our way of life, distrust us, are under the impression that we are a stupid lot, is a little difficult to take. To really understand this one has to live here. For instance, last week we heard a radio address by a Member of Parliament, and after giving many wrong slants to life in the U.S., closed by saying cricket was the national sport of England, while Americans engaged in strip-poker. The race problem is played to the hilt. We are a nation of be-bop fans, hot-rod cars, and Hollywood. In all fairness I must add that there are the educated few, but so few, and the above opinions are held by the majority or mass of people.

"Why don't you get the NAEB to send a series to the BBC, depicting at least that there is another side to our life? Armed forces radio is received here, and their fare is a duplicate of commercial radio, without the commercials. The Voice of America does very little for the English speaking Nations. See, I'm giving you the job of educating the English to our way of life."

#### Ewing Wonders If NAEB Could Help

As a result of all of this Ewing has the following suggestion to make:

"Is it possible that educational broadcasters could do something to give the British people a more balanced viewpoint about America? We receive many program services from the BBC. Is it perhaps time that the NAEB start sending some programs about America to the BBC? I know of no other organization which is in a more strategic position to do this job. It is just an idea and I certainly would be interested in the reaction of member stations and those who are planning the Network service."

### VOICE OF AMERICA SERIES AVAILABLE

The U. S. Department of State announces the availability to domestic stations of a transcribed series of radio programs on the activities of the "Voice of America." There are 13 quarter-hour programs which may be obtained without charge by writing to Associated Broadcasters, Inc., Box 87, Hollywood, California.

### TV AND SCHOOL GRADES

Who does better in school, the children with or without television sets in their homes?

Xavier University researchers in Cincinnati found in a recent survey that there was no significant difference in the school performance of children with TV sets and those without.

But Dr. Raymond F. McCoy, director of Xavier's Graduate Division, and Walter J. Clarke, assistant professor of education, warn that television can be used to excess. This may result in damage to physical well-being and mental alertness, they said.

The survey was conducted with nearly 1,000 children in the sixth and seventh grades of sixteen public and parochial schools in the Cincinnati area.

The survey revealed that 52 per cent of the children were permitted to watch any program they liked, and the lower the child's IQ, the more likely he is to watch mystery crime programs.

### TV PRAISED BY CATHOLIC PRIEST

The Rev. Edwin B. Broderick, director of radio and television for the Roman Catholic Archdiocese of New York, declared recently that the television industry deserved "a vote of confidence" for its "prudence" in presenting programs fit for family audiences.

In this, he said, television differed from other industries and agencies that aimed at "tearing down the fabric of the family, undermining its foundations, uprooting, scattering and demoralizing it."

### Spoke at Solemn Mass

In a sermon at solemn mass in St. Patrick's Cathedral, Father Broderick singled out for special condemnation as "desecrators of the American home" the "smut peddlers in their multi-million-dollar racket of uncomical comics" and publishers of other magazines in the "sewer-stream culture series."

These, he said, were "as harmful as dope pushers, for their printed weeds are the marijuana of our nurseries."

### TV SETS IN HOMES DRIVE STUDENTS TO LIBRARY

Television, a key entertainment in many homes, is forcing many users of technical books and texts to study at the Elizabeth, New Jersey, Public Library because they cannot concentrate at home, Mrs. Margaret M. Whaley, city librarian, said recently.

With TV sets tuned in by family groups such patrons have reported they cannot study at home, Mrs. Whaley said. This situation, she added, is straining the library's limited space, and raising the need for individual cubbyholes suitable for studying.

The total circulation of the library in 1951 passed the 600,000 mark, a fact that Mrs. Whaley believes reflects a decreasing fascination with television.

### HOUSTON SCHOOLS ON TELEVISION

The Houston, Texas, Independent School District inaugurated a series of weekly quarter-hour TV shows on January 15 on KPRC-TV. Shows are now telecast three times per week at 5 p.m. The school board has hired Mrs. Dorothy E. Sinclair as script writer and producer of the series. Members of the various schools are being given an opportunity to appear on the series.



### NEW YORK DEMOCRATS URGE STATE TELEVISION NETWORK

New York Democratic leaders asked their legislature on February 16 to endorse the Board of Regents proposal to establish a state-wide system of eleven television stations for educational purposes. They said it offered an unparalleled opportunity to improve educational methods.

Some Republican opposition to the proposal may develop, since legislative endorsement of the Regents' plan might be construed as a commitment to vote the funds necessary to set up and operate the television stations. Governor Dewey's budget for the educational department contained no recommendation on the subject.

### Resolution Invites Support

In a resolution Senator Elmer E. Quinn and Assemblyman Irwin Steingut, the leaders of the Democratic minority in Senate and Assembly, asked that the Legislature endorse the plan and urge the Federal Communications Commission to approve the necessary television licenses.

"We want the Board of Regents to know that it has the whole-hearted support of the Democratic party in its efforts to obtain use of television for educational purposes both in the classroom and at home," the two Democratic leaders said in a joint statement.

"Visual education, through the medium of television, has been lauded by educators and parents throughout the country. Its advantages are too many to enumerate. It will bring nature right into the classrooms; it will provide the student an opportunity to see the many wonders of our country; it will afford the handicapped and the shut-in opportunities that might never have been provided otherwise.

"We believe that every effort should be made to obtain this educational network for the state and we want our people and our representatives in Washington, both in Congress and on the F. C. C., to know of our support of this worthwhile project."

The resolution itself said that television channels represented one of the most valuable natural resources of the state and nation and that television was uniquely and ideally adapted for teaching both on a formal and informal basis.

It added that "the educational television program contemplated by the Board of Regents will strengthen and revitalize the entire educational structure of the state and justifies and requires the encouragement and support not only of the Federal Communications Commission but also of the Governor, the Legislature and all of the people of the state."

### Columnist Jack Gould Supports Resolution

The New York Times radio columnist Jack Gould supported this resolution in an article in which he referred to it as "a constructive step," but went on to say that "much greater support will be needed if this worthwhile project is to survive the practical politics of a Presidential-election year." Mr. Gould continued:

"Unfortunately, the Republican leadership of the Legislature seems bent on avoiding any controversy lest it jeopardize in the slightest degree the party's chances in November. Yet if educational TV is to become a reality in this state it will be only through the exercise of imagination and leadership in Albany, not calculated indifference. The use of video as a new instrument of enlightenment and learning is far too vital to the country's future well-being to be sacrificed on the altar of partisan politics.

### Time An Important Factor, Says Gould

"As outlined by the Regents," continued Gould, "the entire cultural resources of the state--colleges, schools, libraries, museums, medical institutions, art galleries, etc.--would be utilized to provide programming both in the school and at home and for adults as well as children. Such programming would supplement, not displace, the efforts of the commercial broadcasters.

"But the critical issue confronting the board's plan is one of time. The Federal Communications Commission is scheduled to act this spring or summer on the reservation of channels necessary for such educational purposes. Many of these channels also are sought by commercial interests. If the world of education does not take positive steps within a year's time, to enter TV, it will lose an opportunity which may not come again for years, if ever.

"Senator Quinn and Assemblyman Steingut specifically have introduced a resolution asking that the Legislature indorse the plans of the Regents and urge the F. C. C. to reserve the required channels. Clearly, that is what must be done if the F. C. C. is to have tangible grounds on which to set aside valuable frequencies.

### Some Urge Delay

"In contrast, Senator Walter T. Mahoney, Republican, who is chairman of the Senate finance committee, has taken the view that no action can be taken either by the Regents or the Legislature until after the F. C. C. has made a reservation. This approach completely overlooks the practical fact that if nobody asks for the channels, why should the F. C. C. reserve them?

"The Quinn-Steingut resolution does serve the useful purpose of providing a focal point around which the many proponents of educational TV can organize support. Somehow it must be impressed upon the Republican leadership that the extension of the educational processes into millions of homes, which the invention of television now makes possible, is an opportunity and challenge which transcends party considerations or affiliations. The issue of educational TV must be met, not avoided, in Albany."

### FUN WITH SPEECH BEGAN BY KUSD

Another series of broadcasts to elementary school classrooms was begun in January by KUSD, University of South Dakota radio station, Keith Nighbert, manager announced. Called, "Fun with Speech," the series is heard each Friday at 3:15 p.m.

The new series was prepared by Allis Rice, director of the KUSD School of the Air, in cooperation with Mrs. Ethel Bridgeford Groat, who is in charge of the speech and hearing conservation program of the division of crippled children of the South Dakota State Department of Health. Together they prepared a teacher's manual which has been distributed to elementary teachers about the state.

Mrs. Groat, in a letter to the teachers, states that the radio program was planned in an effort to provide training in the field of speech to South Dakota school children. She says that the radio program is not complete in itself but that it supplements what the teacher is able to do for her students.

The program is designed to do in a fifteen-minute broadcast as much as possible to help eliminate much of the maladjustment in speech of children in the classroom, eliminate as many failures as possible and provide an enriched experience in the training of the essential art of speech.

# ST. LOUIS PUBLIC SCHOOLS EQUIPMENT RECOMMENDATIONS

The Audio Equipment Committee of the St. Louis Public Schools recently revised its list of recommended radio, record playing, and recording equipment. This list does not include the more expensive equipment which, although of excellent quality, is beyond the price range of most schools. Items listed below, in the judgment of the committee, seem at the present time the best buys. Approximate prices are listed. The new list includes the following items:

Radios: St. Louis accepts the NEA Equipment Committee's recommendation of eight-inch speakers as best for classroom listening. Sets recommended include the Freed Eisemann AM-FM radio at \$87.00, the Zenith AM-FM model H725 at \$57.50, and the RCA Victor AM-FM model 1R81 at \$57.90, the latter two especially for home teaching and small group listening.

Radio Tuners: (without speakers): Magnavox FM Tuner, \$57.50; Meissner, Model 8C FM Tuner, \$53.60; Meissner Model 8 BT FM Tuner, \$64.78; Altec AM-FM Tuner and Power Supply, Model 101B, \$299.00; Altec AM-FM Tuner, Model 303A, \$280.00.

Transcription Players: Picturephone, Model B 12, \$190.00; Bell, Model 2078, \$175.00; Picturephone, Model B8, \$175.00; Newcomb, Model TR16 AM, \$141.00; Dukane, Model 14B145, \$135.00; Newcomb, Model TR16M, \$127.50; and Masco, Model TP16, \$107.00.

Three Speed Record Player: Newcomb, Model R12, \$52.99.

Wire Recorder: Webster-Chicago, Model 181, \$79.00.

Tape Recorders: Webster Racine, Model 111, \$156.50; Webster-Chicago, WebCor Model 210-1, \$150.00; Bell, Model RT65B, \$124.50; Dukane, Model 11A55, \$130.00; and Pentron, Model 9T 3C, \$116.68.

More complete information about these items may be found in Superintendent's Circular No. 24, issued January 4, 1952, obtainable from the Division of Audio-Visual Education, St. Louis Public Schools, 1517 S. Theresa Avenue, St. Louis 4, Missouri.

## ELEVENTH AEC REPORT TO CONGRESS AVAILABLE ON REQUEST

The 11th Semi-annual Atomic Energy Commission Report to Congress is available. The complete document should be useful as reference and for program ideas, particularly local angles.

This report includes: brief summaries of the Nevada weapons tests and review of progress in nuclear reactors; review of AEC construction program in current expansion, including work stoppages, and report of AEC Labor Panel; new section on industrial participation -- a high light of 1951 developments; special section on Plant Life Research, including fertilizer and soil experiments in 24 states and in AEC laboratories; state-by-state index to research in plant life, and state breakdown on isotope distribution; summaries of latest advances in medicine, radiation effects studies and in nuclear physics research; and a financial section with breakdown of U. S. investment by years from 1940 through 1951.

The 75-page index gives latest lists of top AEC and contractor personnel, committees, etc. Lists, by topics, all unclassified research contracts (includes institutions in 40 states).

Of interest to TV stations will be the fact that the report includes 12 illustrations of which copies can be furnished on request. In ordering please state size and finish wanted.

Send all requests to Radio-Visual Information Branch, Room 164, Atomic Energy Commission, Washington 25, D. C.



### ALABAMA COLLEGE'S ORGAN PROGRAM HEARD IN EUROPE, NEAR EAST

Alabama College's series of pipe organ concerts, "Music from Montevallo," has been scheduled for broadcast throughout Europe and the Near East. The programs will be carried by a 10,000 watt short wave station beamed to all of Europe and the Near East. In Egypt this series of programs is scheduled for broadcast by the Egyptian State Broadcasting Network.

Each thirty minute program is tape-recorded from the stage of Alabama College's Palmer Hall and is then sent to the Department of State, Washington, D. C. for shipment overseas. Arrangements for foreign broadcasts were made by Burt F. McKee, Jr., Radio Executive with the Foreign Service of the United States' State Department in Cairo, Egypt, and Ralph W. Sears, Director of Radio at Alabama College.

Sears, an Associate NAEB member, has been Director of Radio at Alabama College since 1948. He holds degrees from the University of Nebraska and the University of Southern California.

Thirty minutes in length, each program features compositions written especially for the pipe organ and a brief commentary on the music played. Organist for "Music from Montevallo" is Putnam Porter, Alabama College faculty member. Porter holds degrees from the University of Chattanooga and Northwestern University. During the past summer he spent six weeks in Europe visiting cities and towns made famous in music literature.

"Music from Montevallo" also is carried by seven Alabama radio stations and is a weekly radio feature of Alabama College.

### "SESAC MUSIC" REVIEWS NAEB

The February issue of Sesac Music includes an article about NAEB written by President Siegel.

### CHICAGO TRIBUNE REVIEWS JENNINGS TELECAST

In a recent issue of the Chicago Tribune Larry Walters wrote as follows about a Chicago school's telecast over WGN-TV:

"Every Wednesday at 2:30 p.m. WGN-TV presents, in cooperation with the board of education, a show we wish all parents could see. The program is Our Chicago Schools in Action. The title is apt. Last Wednesday the program showed a group of talented students from Waller High School at work on sculpture, block printing, oil and water color painting, and commercial art. Even in black and white (color TV is not available), this work looked very good.

"George Jennings, radio and TV director for the public schools, set the stage for the show and introduced Dr. Ann Lally, director of the division of art, who talked informally with the students about the progress of their projects.

"Katherine Kuh of the Art Institute then gave an illuminating talk and showed some of the works included in the Cezanne exhibition, which opened at the institute yesterday.

"On an earlier telecast, kindergarten pupils were seen in action. Next week, elementary school youngsters from the first thru the eighth grade will be viewed at work. If you parents get a chance, eavesdrop on these classroom sessions. They're quite rewarding."

### UNIVERSITY OF CALIFORNIA OFFERS TV SCRIPT COURSE

Three television courses are included in the new bulletin of evening classes released by the University of California Extension. First course to get under way was "Television Writing," to be conducted by Marvin Young of Ruthrauff & Ryan, Inc., beginning Monday, Jan. 14 at the NBC studios in Hollywood.

Edgar J. Leaman, television consultant to the board of directors of the Screen Directors' Guild of America, is conducting a "Survey and Workshop" starting at the UCLA campus February 21. Bulletins are available through the University Extension offices, Los Angeles.

### ANNUAL REPORT OF WISCONSIN UNIVERSITY RADIO COMMITTEE AVAILABLE

The editor of the News-Letter has received a copy of the annual report of the University of Wisconsin radio committee for the calendar year 1951. In its sixteen single-spaced mimeographed pages it reviews succinctly the year's radio activities at that University, and reports on TV plans for the future. Free copies are available upon application to H. B. McCarty at WHA.

### WUOA PLANS SEVERAL NEW RADIO SERIES

The University of Alabama's WUOA is developing several new program projects, chief among which is "Alabama Document" which presents a concentrated study of Alabama's natural resources--told in dramatic form and featuring on-the-spot recordings. This series of ten 30-minute programs, produced by Walt Whitaker, program director, and LeRoy Bannerman, Script Writer, under the direct supervision of State Geologist, Walter B. Jones, is currently scheduled by a 10-station network. However, due to the many requests from other stations, Graydon Ausmus, Director of the Radio Broadcasting Services, announced that the series was being made available in package form late in February. Subjects included: Ground Water; Surface Water; Crystalline Area and Building Stones; Coal, Steel, and Iron; Oil and Gas; Soil; Forestry; Wildlife Resources; and Chemical Industries.

WUOA has been asked to submit for use on the Egyptian State Broadcasting Services in Cairo a series of classical music programs featuring the University of Alabama music faculty. A set of six thirty-minute programs featuring the University String Quartet is being sent to Egypt by the State Department in Washington. WUOA is also preparing a series of four programs for state-wide distribution for the Alabama Garden Club, and a set of six shows for the Alabama Department of Public Welfare explaining new welfare laws and regulations.

### WDUQ PROGRAMS LISTED IN NEWSPAPERS

B. Kendall Crane, manager of the Duquesne station WDUQ, sends the editor the January 29th copy of the Pittsburgh Sun-Telegraph containing the WDUQ program listing for that day, across which he has written: "Finally broke into print--1/28/52."

What luck have you had in getting your station's programs listed in the daily newspapers? The two stations with which the editor has recently been associated--KUOM and WOI--have regular listings in their respective local newspapers. And he knows that WNYC gets good space in at least some of the New York papers. But what is the general practice? Are the programs of most NAEB members printed or left out? Some correspondence on the subject addressed to the editor might help those members who have not yet been able to "break into print" as Ken Crane has just done.

KUOM JUST ABOUT--BUT NOT QUITE--MENTIONED IN "SHOW BIZ" VOLUME

The current best-seller about Show Biz from Vaude to Video, by Abel Green and Joe Laurie, opens its Chapter 55 ("Upheaval in Radio") with the following paragraph:

"Emerging from the war as the nation's No. 1 news coverage source, radio strove to hang on to its halos. One of its biggest scoops of 1946 was its eye-witness broadcasts on the dramatic demise of Hermann Goering and the execution of 10 Nazi leaders. It also demonstrated its use as a public service in Minneapolis, when at outbreak of polio caused schools to close. Classes were held as usual via radio."

To all of which the editor--resuming his more usual role of KUOM's Manager--can only say: Its nice to be almost mentioned (since it was KUOM that did the broadcasting during the polio epidemic for which Variety awarded a Showmanagementship Plaque Award). But what company to be thrown in with--Goering and the executed Nazi war criminals!

ELIZABETH MARSHALL OF WBEZ RECEIVES "McCALL'S" AWARD

Elizabeth E. Marshall was named "Top Radio-Television Woman" of 1951 by McCall's magazine in its January 1952 issue.

Mrs. Marshall is assistant director of radio and television education for the Chicago Public Schools and radio-TV chairman of the Illinois P. T. A.

She received the award for her program "Lady Make Believe," heard over WBEZ, WIND, and WJJD (Chicago), which is used as a basis for in-class instruction and for her outstanding work in organizing the radio and television facilities of Illinois behind the State Parent Teachers Group.

UNIVERSITY OF MIAMI HAS ACTIVE ON-THE-AIR SCHEDULE

The University of Miami (Coral Gables, Florida) Radio and Television Department hit a new production peak in mid-February with nine series of radio and TV programs on the air over five Greater Miami commercial broadcasting stations. The new total was reached when "The Sunlit Years," a 13-week sequence of dramatizations of Florida history sponsored by the Florida Power and Light Company was added to the Sunday schedule of WVCG.

Sunday also is the day for "The Magic Carpet," a weekly children's drama series at 12:15 noon on WKAT, and the weekly University of Miami "Television Workshop" series at 4 p.m. on WTVJ.

Others on the Radio and Television Department's weekly schedule are "The Choraleers," a mixed octet directed by William Lee on WIOD; "University of Miami Round Table" on WGBS; five programs of "UM News" on WVCG; and three series over WTVJ; "Conversational Spanish," a telecourse taught by Philip De la Rosa of the Evening Division, "Practical Photography," a telecourse taught by Verne O. Williams of the Evening Division, and "University of Miami Newsreel."

The department's production schedule also includes a regular tape recording of the University of Miami Symphony Orchestra concerts for the "Voice of America" and local station WVCG. Besides this basic routine of production, such special events as the annual University of Miami intercollegiate debate tournament and speeches by visiting dignitaries are produced for broadcast over Greater Miami stations.



### MARCH 15 IS CLOSING DATE FOR SLOAN HIGHWAY SAFETY RADIO AWARDS

The National Safety Council invites nominations for its Public Interest Award for 1951. Awards for exceptional service to safety will be given to newspapers as well as to radio and television stations and networks.

The radio awards will be presented for the eleven most outstanding radio contributions in the field of highway safety during 1951. Of these six will be for sustaining and five for commercial programs. Nominations may be made by the nominee, or by anyone who obtains the written approval of the nominee. Official nomination blanks may be obtained from Paul Jones, National Safety Council, 425 North Michigan Avenue, Chicago 11, Illinois.

### PRESIDENT MICHIGAN UNIVERSITY TO BROADCAST TO PEOPLE OF STATE

Harlan Hatcher, new president of the University of Michigan is appearing before the microphone in a radio series of "Reports to the People of the State of Michigan." These informal quarter-hour chats will be heard once each month; the first one was scheduled for the latter part of February. Dr. Hatcher became the eighth president of the University on September 1, 1951. His reports will deal with affairs of the University, its alumni, and the University's services to the people of the state.

WUOM, the University of Michigan station, will transcribe on tape or disc and distribute these programs each month to all Michigan stations wishing to carry them.

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#### AN ANNOUNCEMENT

by

BURTON PAULU, NEWS-LETTER EDITOR

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### SECOND EDITION OF BIBLIOGRAPHY BEING PREPARED

Plans have just been completed to prepare a second edition of the NAEB Bibliography originally issued as a News-Letter Supplement two years ago. NAEB members can be of great help in collecting material for the new edition.

The original bibliography listed most of the books and magazine articles on the non-engineering aspects of radio and television printed between January 1949 and May 1950. This necessarily had to be compiled mainly through reference to such bibliographical guides as the Readers Guide to Periodical Literature, Education Index, Public Affairs Information Service, etc., and by combing the book review sections of the major learned journals in radio, television and allied fields. We did not have the large staff which would have been necessary to do much original research.

Unfortunately this process resulted in missing a number of articles by well-recognized authorities in and out of NAEB which were published in periodicals not covered by the regular guides. This time I should like to avoid such omissions as far as possible. Hence the following request:

Please send me as soon as possible information about books and articles on the non-engineering aspects of radio and television published between January 1949 and the present which are not indexed in or reviewed by such sources as those listed above.

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"MONITOR" AND "SATURDAY REVIEW" SALUTE WHA AND KUOM

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UNIVERSITY OF WISCONSIN'S RADIO SERVICE DESCRIBED BY "CHRISTIAN SCIENCE MONITOR"

The February 2 issue of the Christian Science Monitor contained the following article about WHA and accompanying FM stations under the title "Rural Wisconsin Tunes in on Culture and Education."

"Living remote from the big city is no hardship in Wisconsin. In fact, it's an advantage when it comes to cultural and educational events. Deep in the north woods a ranger and his family can tune in their radio for a dinner-hour symphonic concert. On a large dairy farm, miles from town, a homemaker is kept posted on the newest books. A salesman driving over lonely roads picks up the voice of a favorite college professor as he lectures on English literature.

"From 7 a.m. until 11 p.m. a good share of Wisconsin's residents can tune in on farm and home hints, concerts by today's greatest artists, great plays and books, and political forums produced by the Wisconsin State Broadcasting Service. By next summer, with completion of two new FM stations now under construction, all residents will be within listening range of their state university and all of the state agencies and services. Funds for the two new stations were voted at the last session of the Legislature.

Set Up in 1945

"This steady fare of informational, education, and cultural programs is provided by the Wisconsin State Radio Council and broadcast from Station WHA in Radio Hall on the university campus in Madison. The council was set up by the Legislature in 1945 to develop a system of broadcasting of public service programs not duplicated by commercial stations.

"Members of the council include the governor and representatives of the University of Wisconsin, the State Board of Normal School Regents, the Board of Vocational and Adult Education, the Department of Agriculture, and Department of Public Instruction. The council draws on the university, the Department of Agriculture, and a wide variety of public and civic agencies for programs.

"Although in some states programs are broadcast from university campuses, listening ranges are generally limited. Wisconsin, a leader in providing service programs to all residents, has done so by building its new stations on FM brands which are not crowded as those in the AM spectrum. In the six years since 1945 the network has grown rapidly and with the two new additions will have a total of eight stations.

Pupils Listen to Series

"Microphones are taken directly into classrooms so that adults can share with students what some of the university's best loved and most popular faculty members have to offer. The College of the Air series this year offers a wide range of courses, including Survey of Russian Literature, History and Origins of World War II, and History of Journalism. Some of the courses are rebroadcast at night to reach a larger adult audience.

"More than 150,000 pupils in school rooms each week listen to the School of the Air series designed for in-school listening. Creative expression is stimulated through music, drama, and story in the 'Let's Draw' lessons. One of the most popular with adults as well as school children is the 'Afield with Ranger Mac' series on nature and conservation conducted by Wakelin McNeel, state 4-H Club leader and chief of the junior forest rangers.

"A good percentage of time is devoted to fine music. In addition to familiar and standard works, unusual and little heard compositions are included. Broadcasts of recordings of performances by visiting artists and university musical groups and soloists bring residents close to the campus. Outstanding artists and musical groups in towns and cities throughout the state are brought to them in the same manner.

#### Political Forums

"Expert readers help listeners keep abreast of their reading with daily chapters from good books, both old and new. Recordings of the Cooper Union Lecture Forum and BBC World Theatre are on the schedule. Political forums are provided during elections, with both sides of issues presented. Time on the air is available without charge or censorship to all qualified parties and independent candidates. During legislative sessions legislators outline all phases of current bills."

#### SATURDAY REVIEW PRAISES KUOM BROADCAST

"Station 60," a one-hour radio documentary produced by KUOM at the University of Minnesota, was reviewed by Robert Lewis Shayon, radio and television producer, writer and critic, in the February 2 issue of the Saturday Review of Literature. The program was originally produced by KUOM for the University's Centennial celebration. It is currently being heard nationally over the 75 member stations of the National Association of Educational Broadcasters.

"Station 60," based on a true case history from the hospital files of the University of Minnesota, tells about a young girl whose deafness was due to emotional disturbances instead of a physical defect. The story traces the case history from diagnosis to a dramatic recovery through the work of the University hospitals' psychiatric clinic.

#### Text of the Review

The review is quoted below:

"Member stations of the NAEB Tape Network will broadcast, at odd times during the late winter and early spring months, an hour-long documentary, 'Station 60,' written by Mayo Simon and directed by Northrop Dawson, Jr. The director is on the staff of the University of Minnesota's radio station KUOM, and the author, formerly of the same staff, is now at Iowa State College, working on the Fund for Adult Education TV project established by the Ford Foundation.

"'Station 60' is the case history of a sixteen-year-old girl successfully treated for psychosomatic deafness by a university mental health team. Except for a professional psychiatrist who narrates the broadcast, the cast and technicians who produced it were all students. 'Station 60' is, without qualification, the finest campus-produced documentary I have heard.

"Simulating clinical scenes, it unfolds with rare artistry a general image of the mental health department's work, skilfully modulated, as it were, on the carrier-wave of the patient's special story. Done entirely without music, sensitive and often eloquent in writing, direction, and acting, there isn't a single educational cliché in 'Station 60,' not even a commercial one.

"The sound patterns of the psychiatric testing machines evoke a subtle emotional atmosphere; the dialogue, marked by the natural hesitations, repetitions, and gropings-for-thought of conversational speech, and by the bold use of the pause is creative realism; and the superb climax, in which the doctor with almost brutal aggressiveness propels his patient over the borderline to a cure, is a tour de force of tension and suspense.



"Station 60," let us be frank, is not typical of college broadcasting. It is an accident. Were it not for the fact that last year the University of Minnesota celebrated its one-hundredth anniversary, and a special centennial grant of \$13,000 was made available to KUOM for thirteen programs, this broadcast would never have been done. Colleges do not have \$1,000 per broadcast to play with, except, perhaps, every hundred years. I have not heard the other twelve in the series, but am informed by a reliable authority that 'Station 60' was the Cinderella of the package. Glass slippers are not accessories to ten-dollar scripts--the going rate on the representative campus.

"Be that as it may, the significant question raised by this documentary is what becomes of talented student-writers like Mayo Simon after fortune's wheel has delivered him one brass ring at Minnesota? At the moment, the Ford fortune's wheel is enabling him to do a short-term turn at Iowa State. Then what? Does this talent, with no taste for the standards of commercial broadcasting, take the soapy plunge anyway--to the point of personal no return and the broadcasting art's loss? Does it hide its light under a collegiate bushel? Or does it take to writing novels, looking back on radio scripts as wistful juvenilia?

"Coming out of the sheepskins each academic year there must be, if not a hundred, at least a score of Mayo Simons and Northrop Dawson, Jr.s. And each academic year the score either goes commercial for the undeniable incentives offered by the networks and the advertising agencies, or it is curtailed by obscurity.

"Educational broadcasting, now in its crisis of naissance or mediocrity, has no national locus, no prestige, no incentive, no tradition. Here and there, an individual campus--sparked by some rare individual--manages to throw up a roman candle or two, but for the most part a penury and a pallor hang over the ivy. The new NAEB, on a brave shoestring, is doing stout work in assembling, on tape, series and one-time programs that can light up the darkness, but the broadcasts are mostly music, or discussion or else they are produced by the British or Canadian broadcasting corporations.

"There is no heirarchy in educational broadcasting, no social structure comparable to that of the commercial world. Isolated, each of the universities and colleges, which lead the collegiate broadcasting parade, do what they can, and attempt to pool their output. It is a beginning, but too small. Percolating in the experiences of the small group of educational broadcasters who are currently tapping the foundation tills is the realization that what is needed is not a distributing but a production center--a headquarters where the strongest of the educational broadcasters, plus those who would be attracted to them from the commercial field, could set up a permanent entertaining and effective social and cultural broadcasts.

"Under inspiring administrative leadership, freed from the hampering restrictions imposed by legislatures, campus politics, and low budgets, such a production center could become a mecca for young hopefuls. Graduate students of promise could come, under scholarships, for a year of training, not in theory, but in actual production, absorbing the philosophic and social approach of non-commercial broadcasting, and being exposed to production concepts, skills, and practice. Nor would the opportunity be confined to the untried. Men of stature in allied fields could find a hearthstone and tools. The distinguished poet Archibald MacLeish wrote in radio's dimly recalled experimental days a memorable broadcast, 'The Fall of the City.' The city fell; there are no MacLeish broadcasts any more. Perhaps, in a national educational production center there would be.

"The year 1952, says the Federal Communications Commission, will be television's lifting-of-the-freeze year. Two hundred non-commercial licenses are expected to get the green light. Who will program for the educators? Only modestly can they hope to serve local needs. The big impact must be made by a national production and training center, distributing major program series on film. With the promised advent of TV magnetic tape recording to cut cost and improve quality, and with the possibility of box-office television, the fata morgana of such a center needs only the enterprise of the educators and the vision of the Foundations to become a reality."

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## THE NAEB TAPE NETWORK

Prepared by Richard Rider

NAEB Tape Network Manager

University of Illinois, Urbana

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### ENGINEERING CONFERENCE

Network Headquarters and member stations have long been aware of the technical shortcomings in our operation. Tape recording, and mass duplication in particular, present many complicated problems. In an effort to provide a broad base while working toward a solution of these problems an engineering group meeting was held January 3 and 4. Those participating were:

Jack H. Stiehl, Chief Engineer, WHA  
Norris E. Grover, Chief Engineer, WKAR  
Andy Andresen, Chief Engineer, WBEZ  
Ralph Townsley, Chief Engineer, WBAA  
Berten A. Holmberg, Chief Engineer, KUOM  
Robert H. Johnston, Recording Engineer, Tape Network  
Robert Von Behrins, Research Engineer, Minnesota Mining &  
Manufacturing Company  
C. G. Barker and John Hines, Magnecord, Inc.

The recommendations of the group are being re-worked and re-written. In the near future the chief engineers of all stations will receive a detailed formulation of technical standards for the Network. Management and program personnel will be informed of all the implications of these standards to program acceptance and the use of NAEB tapes. Included will be positive steps to assist stations in standardizing head alignment and timing of tape recorders.

We are confident that this will be a positive start in our program to materially upgrade the mechanical quality of Network programs.

### PROGRAM COMMITTEE MEETINGS

On pages 3 through 8 of this issue are the major recommendations and statements of the Network Acceptance and In-School Program Committees which met jointly on February 7, 8, and 9 at Purdue University. By now, most of you will have received a somewhat more detailed report of these recommendations.

It is felt that these meetings provide a working base on which to build long range program plans. It is most stimulating to get representatives of several stations together and discuss programming standards and needs.

Member stations will soon be receiving memoranda and survey questionnaires pursuing the program ideas considered by the committees.

### In-School Programs

We are proud to announce that In-School programs are now a regular part of the Tape Network service. School programs will be distributed twice a year. The current offerings are designed for use the first semester of the 1952-53 school year. Programs for use during the second semester will be circulated prior to the close of the present school year.

Plans are also being considered whereby school programs will be available for audition during the Ohio State Institute and the annual NAEB convention.

### NAEB DISPLAY

The most attractive exhibit on display at the Third National Conference sponsored by the United States National Commission for UNESCO described the activities of the NAEB. The display was designed and built by the Art Department of the University of Illinois Press.

After some minor adjustments and repairs are made it is planned to tour the exhibit around the campuses of some of the member institutions. It will also be used at the Ohio State Institute.

We sincerely hope you will have an opportunity to see this striking exhibit.

### PROGRESS ON THE DUPLICATOR!

After many months of futile waiting we have seized the bull by the horns and have begun to build a mass duplicator! Plans are still in the preliminary stage so there is really little to report. We will keep you informed of our progress. We are most hopeful!

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### RESEARCH REPORT

Prepared by Dallas Smythe  
NAEB Director of Studies  
University of Illinois, Urbana

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### The Grand Design: Some Operational Notes

In our perpetual search for suggestions as to how best to serve the research interests of educational broadcasters, we recently asked the officers of the NAEB to react to the contents of this column in recent months. The prevailing view received was that while it was all right to review books thought to be of special interest to broadcasters, what broadcasters really need most is practical suggestions for conducting surveys--presumably audience surveys. We have pondered this answer and have come up with a compromise policy for the next few columns at least. We will try to intersperse "helpful hints" on survey methods with book reviews. Before pursuing this course, there are a few things to be said about its implications.



What is involved here is more than simply sound policy for this modest column. It is the relation of the educational broadcaster to research. When "Research" is thought of solely in terms of "how to conduct audience studies" the educational broadcaster, himself not a survey expert, appears to find it quite easy to acknowledge the pertinence of this kind of research suggestion. Of course this is all to the good, so far as efficiency in station operation is concerned. And we will try to satisfy this felt need.

However, there is much more in "research" for the educational broadcaster than thus meets the eye. In fact, we make so bold as to assert that an easy familiarity with the main trends in social science research is an essential part of the equipment of the educational broadcaster. In recent months we have heard much talk (most of it very loose) which revolves around the notion of the educational broadcaster acting as a social scientist in the program area. I call this loose talk because it implies that the educational broadcaster is in fact acting as a social scientist when he adopts a program devised by one particular social scientist. A more accurate view might be that the broadcaster is acting as a social scientist when he includes in his program structure material which reflects (a) the diversity of analytical concepts provided by the whole body of social scientists, and (b) a balanced application of the most significant of these concepts to the problems of his various "publics." You will note that this view of the responsibility of the broadcaster as a social scientist, is parallel to the responsibility of the social science teacher in the classroom, as this is traditionally and wisely formulated. That is, the broadcaster (or teacher) in the social sciences should present reasonably to his students alternative methods of attacking the problems in his subject matter area, and should help the students work through the application of the significant methods.

While we are diverted on the present discussion of concepts, however, let us take a look at still another facet of the function of the educational broadcaster as it is affected by research. We have already argued that the educational broadcaster should carry a heavy load as a broadcast-teacher of the social sciences. Now I should go further and argue that he should view his institution and its "grand design" through social scientific glasses. What is implied in this statement?

One could lay out the logic in general terms like this. An educational institution (of higher learning, especially) is set off from other social institutions by one distinguishing mark: its perpetual quest for knowledge, which in operational terms is synonymous with the concept of research. The broadcaster in the educational institution is responsible for bringing his institution's work to the public. Therefore, he must be capable of interpreting its work in terms of research. But this is too general to be very helpful. Let's take a closer look at the problem.

Since the first Allerton meeting in 1949 the scope and structure of the educational broadcaster's broad responsibility to his institution has been usefully referred to as the "grand design" of the educational broadcaster's program policy. But we have not gone far beyond identifying the general concept and case studies exemplifying such grand designs as yet exist only in future hopes.

Are case studies the best way of pinning down this elusive "grand design"? What alternatives are there? One could proceed by gathering information on the administrative organization (and budget and educational policy) of all institutions of higher education, or secondary school systems, or elementary school systems. This would be an enormous job, and would enmesh us deeply in the affairs of colleges of education which specialize on such matters. Or, one could proceed by approaching the problem from a generalized theoretical point of view. This would entail an inquiry into educational theory, itself a full-time job as those who observe the recurrent furores over the theories dealt with in colleges of education would attest. It would involve us in

the many interesting but highly difficult and inconclusive issues of philosophy, epistemology, and semantics.

Let me not be misunderstood as disapproving inquiries into these areas. My objection is to making such inquiries the main stem of our strategy for using the "grand design" idea as an aid in educational broadcasting. They are useful by-ways, but they are tangential to the central strategic issue. They can be extremely useful if they are functionally related to the strategic issue; if not, they can at best be edifying, at worst, diversionary.

What can be said for the "case study" approach to the grand design? In the first place, it is oriented towards a real, specific problem: namely, how station KXXX's broadcast policy is related to the educational policy of the Blankville School System, or the University of Transylvania. In this context, the organizational, budgetary, personnel, physical plant, and educational policy aspects of the institution all come into focus, with plenty of room left over for bringing to bear general and comparative educational theory, human relations, and semantics too. In the second place, the case study approach is useful because it permits consideration to be given to the unique aspects of the institution's environment. If our hypothetical institution is in the South, this means that the case study will consider the social and economic facts in the institution's "constituency" which condition the formulation of its grand design. The racial composition of the population, the economic and political structure of the area, and the like, are facts which must be evaluated in planning an educational policy for the institution and its broadcast arm. If our hypothetical institution is in a Northern mining area, the colors selected to depict the environmental pattern will be different (because the relevant social, economic, and political facts will be different), but the basic palette of analytical concepts applied to the environment will be the same.

In the third place, the case study approach is good because it permits a valid basis to be laid for considering the educational policy of the station and the institution against this environmental backdrop. Unless this relativistic approach is used, it is difficult to imagine a realistic weighing of policy alternatives in the light of the value scales, mores and cultural goals to which such alternatives are relevant. Put into plain language, what this means is that when one considers whether Southern University X should or should not be asked to support a given educational broadcast policy on such and such a social problem, one can only weigh the decision practically in terms of knowledge of how the various segments of the area's population will respond to the broadcasts. This response is conditioned by the kinds of factors listed above. In this context the educational theory, the educational philosophy, and the knowledge of the structure of the educational system of the country as a whole will be meaningfully related to the real situation of the case studies.

Whatever the individual's view of the foregoing argument may be it will probably be conceded that the relation of research and policy is closer in educational than in any other kind of institution. And this is true of the broadcast side as well as other aspects of the institution's activity. Clear and hopeful recognition of these considerations is observable in encouraging ways. The program under the Kellogg grant is committed to studies of the relation of the broadcasting function to the institution and its community environment (though these have not yet been started). And we (speaking personally) are happy that one of the NAEB's outstanding members (and officers) is considering the doing for his doctoral dissertation of an evaluation of the "grand design" of an institution and station.

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